

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

O I P E 14P80  
APR 04 2007  
PATENT & TRADEMARK OFFICE

Re Patent Application of: )  
Pierfrancesca La Mura )  
Moshe Tennenholz )  
Yoav Shoham )  
Application No: 09/885,720 )  
Filed: June 19, 2001 )  
For: ENHANCED AUCTION )  
MECHANISM FOR ONLINE )  
TRANSACTIONS )

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Commissioner for Patents  
Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT AND RESPONSE TO OFFICE ACTION**  
**UNDER 37 C.F.R. §1.111**

Sir:

In response to the Office Action dated October 4, 2006,  
and pursuant to 37 C.F.R. §1.111, applicants respectfully request that the  
above-identified application be amended as follows: